

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. – 43. (Canceled)

44. (New) A method, comprising:
receiving an electronic file, wherein the electronic file including first content;
receiving a video signal including second content;
generating instructions for a set-top box, wherein the instructions for the set-top box are configured to overlay at least a portion of the first content in the electronic file on at least a portion of the second content in the video signal;
combining the video signal, the instructions for the set-top box, and the electronic file together to form a first channel;
combining the first channel with a second channel to form a broadcast signal; and
transmitting the broadcast signal to the set-top box.
45. (New) The method of claim 44, further comprising:
receiving an audio signal associated with the video signal; and
combining the audio signal, the video signal, the instructions for the set-top box, and the electronic file together to form a first channel.
46. (New) The method of claim 44, wherein the first content in the electronic file comprises graphics and text.
47. (New) The method of claim 44, wherein the video signal depicts a product.
48. (New) The method of claim 47, wherein the instructions for the set-top box are configured to overlay a purchasing screen for purchasing the product on at least a portion of the second content in the video signal.

49. (New) The method of claim 44, wherein the video signal includes a primary video component and a secondary video component, wherein the primary video component comprises a moving video image and the secondary video component comprises a static video image.

50. (New) The method of claim 49, wherein the electronic file includes information about a current event and the instructions for the set-top box are configured to overlay the information about the current event on the static video image.

51. (New) The method of claim 44, wherein the electronic file includes a catalog of products, and the set-top box instructions are configured to overlay the catalog of products on at least a portion of the second content in the video signal.

52. (New) The method of claim 44, wherein the electronic file includes an advertisement, and the set-top box instructions are configured to overlay the advertisement on at least a portion of the second content in the video signal.

53. (New) A computer readable storage medium including computer readable instructions, comprising:

- instructions for receiving an electronic file, wherein the electronic file includes first content;

- instructions for receiving a video signal including second content;

- instructions for generating instructions for a set-top box, wherein the instructions for the set-top box are configured to overlay at least a portion of the first content in the electronic file on at least a portion of the second content in the video signal;

- instructions for combining the video signal, the instructions for the set-top box, and the electronic file together to form a first channel;

- instructions for combining the first channel with a second channel to form a broadcast signal; and

- instructions for transmitting the broadcast signal to the set-top box.

54. (New) The computer readable storage medium of claim 53, further comprising:
instructions for receiving an audio signal associated with the video signal; and
instructions for combining the audio signal, the video signal, the instructions for the set-top
box, and the electronic file together to form a first channel.

55. (New) The computer readable storage medium of claim 53, wherein the first content
in the electronic file comprises graphics and text.

56. (New) The computer readable storage medium of claim 53, wherein the video signal
depicts a product.

57. (New) The computer readable storage medium of claim 56, wherein the instructions
for the set-top box are configured to overlay a purchasing screen for purchasing the product
on at least a portion of the second content in the video signal.

58. (New) The computer readable storage medium of claim 53, wherein the video signal
includes a primary video component and a secondary video component, wherein the primary
video component comprises a moving video image and the secondary video component
comprises a static video image.

59. (New) The computer readable storage medium of claim 58, wherein the electronic
file includes information about a current event and the instructions for the set-top box are
configured to overlay the information about the current event on the static video image.

60. (New) The computer readable storage medium of claim 53, wherein the electronic
file includes a catalog of products, and the set-top box instructions are configured to overlay
the catalog of products on at least a portion of the second content in the video signal.

61. (New) The computer readable storage medium of claim 53, wherein the electronic
file includes an advertisement, and the set-top box instructions are configured to overlay the
advertisement on at least a portion of the second content in the video signal.

62. (New) A method, comprising:
receiving a broadcast signal, wherein the broadcast signal includes a first channel, and a second channel;
demultiplexing the broadcast signal to extract the first channel, wherein the first channel includes set-top box instructions, a video signal including second content, and an electronic file including first content;
processing the set-top box instructions to generate a composite signal, wherein the first content in the electronic file is overlaid upon at least a portion of the second content in the video signal; and
outputting the composite signal.
63. (New) The method of claim 62, wherein the first channel further comprises an audio signal associated with the video signal.
64. (New) The method of claim 62, wherein the first content comprises graphics and text.
65. (New) The method of claim 62, wherein the video signal depicts a product.
66. (New) The method of claim 65, wherein the electronic file comprises an interactive purchasing screen for the product.
67. (New) The method of claim 66, further comprising:
processing the set-top box instructions to overlay the interactive purchasing screen for the product over at least a portion of the second content in the video signal.
68. (New) The method of claim 62, wherein the composite signal comprises a primary video component comprising a moving video image and a secondary video component comprising a static video image.

69. (New) The method of claim 62, further comprising:
processing the set-top box instructions to overlay an interactive catalog on at least a portion of the second content in the video signal using a catalog of products stored in the electronic file.
70. (New) The method of claim 62, further comprising:
processing the set-top box instructions to overlay an interactive advertisement on at least a portion of the second content in the video signal using at least an advertisement stored in the electronic file.
71. (New) The method of claim 68, further comprising:
processing the set-top box instructions to overlay information about current events on at least a portion of the static video image using information about the current events stored in the electronic file.
72. (New) The method of claim 70, further comprising:
receiving a customer I.D. number associated with a permission level;
comparing the permission level associated with the customer I.D. number to a permission level associated with the advertisement stored in the electronic file; and
generating a signal to overlay the interactive advertisement over at least a portion of the second content in the video signal when the permission level associated with the customer I.D. is greater than the permission level associated with the advertisement stored in the electronic file.
73. (New) The method of claim 70, further comprising:
generating a signal to overlay the interactive advertisement on at least a portion of the second content in the video signal for a predetermined time period; and
generating a signal to overlay a second interactive advertisement on at least a portion of the second content in the video signal after the predetermined time period has elapsed.

74. (New) The method of claim 67, further comprising:
outputting the composite signal, wherein the composite signal include the interactive purchasing screen for the product;
receiving a signal to purchase the product;
receiving a customer I.D. number associated with a permission level;
determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the product; and
authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the product.
75. (New) The method of claim 67, further comprising:
outputting the composite signal, wherein the composite signal includes the interactive purchasing screen for the product;
receiving a signal to purchase the product, wherein the product has a price;
receiving a customer I.D. number associated with a permission level;
determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the price of the product; and
authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the price of the product.
76. (New) The method of claim 75, further comprising:
storing information indicative of the purchase of the product in a purchase buffer of the set-top box;
connecting to an e-commerce server to transfer the information indicative of the purchase of the product to the e-commerce server.

77. (New) A computer readable medium including computer readable instructions, comprising:

instructions for receiving a broadcast signal, wherein the broadcast signal includes a first channel, and a second channel;

instructions for demultiplexing the broadcast signal to extract the first channel, wherein the first channel includes set-top box instructions, a video signal including second content, and an electronic file including first content;

instructions for processing the set-top box instructions to generate a composite signal, wherein the first content in the electronic file is overlaid upon at least a portion of the second content in the video signal; and

instructions for outputting the composite signal.

78. (New) The computer readable medium of claim 77, wherein the first channel further comprises an audio signal associated with the video signal.

79. (New) The computer readable medium of claim 77, wherein the first content comprises graphics and text.

80. (New) The computer readable medium of claim 77, wherein the video signal depicts a product.

81. (New) The computer readable medium of claim 80, wherein the electronic file comprises an interactive purchasing screen for the product.

82. (New) The computer readable medium of claim 81, further comprising:
processing the set-top box instructions to overlay the interactive purchasing screen for the product over at least a portion of the second content in the video signal.

83. (New) The computer readable medium of claim 77, wherein the composite signal comprises a primary video component comprising a moving video image and a secondary video component comprising a static video image.

84. (New) The computer readable medium of claim 77, further comprising:
instructions for processing the set-top box instructions to overlay an interactive catalog on at least a portion of the second content in the video signal using a catalog of products stored in the electronic file.

85. (New) The computer readable medium of claim 77, further comprising:
instructions for processing the set-top box instructions to overlay an interactive advertisement on at least a portion of the second content in the video signal using at least an advertisement stored in the electronic file.

86. (New) The computer readable medium of claim 83, further comprising:
instructions for processing the set-top box instructions to overlay information about current events on at least a portion of the static video image using information about the current events stored in the electronic file.

87. (New) The computer readable medium of claim 85, further comprising:
instructions for receiving a customer I.D. number associated with a permission level;
instructions for comparing the permission level associated with the customer I.D.
number to a permission level associated with the advertisement stored in the electronic file;
and

instructions for generating a signal to overlay the interactive advertisement over at least a portion of the second content in the video signal when the permission level associated with the customer I.D. is greater than the permission level associated with the advertisement stored in the electronic file.

88. (New) The computer readable medium of claim 85, further comprising:
instructions for generating a signal to overlay the interactive advertisement on at least a portion of the second content in the video signal for a predetermined time period; and

instructions for generating a signal to overlay a second interactive advertisement on at least a portion of the second content in the video signal after the predetermined time period has elapsed.

89. (New) The computer readable medium of claim 81, further comprising:
instructions for outputting the composite signal, wherein the composite signal include the interactive purchasing screen for the product;
instructions for receiving a signal to purchase the product;
instructions for receiving a customer I.D. number associated with a permission level;
instructions for determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the product; and
instructions for authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the product.

90. (New) The computer readable medium of claim 81, further comprising:
instructions for outputting the composite signal, wherein the composite signal includes the interactive purchasing screen for the product;
instructions for receiving a signal to purchase the product, wherein the product has a price;
instructions for receiving a customer I.D. number associated with a permission level;
instructions for determining, by a set-top box, if the permission level associated with the customer I.D. number is greater than a permission level associated with the price of the product; and
instructions for authorizing, by the set-top box, the purchase of the product when the permission level associated with the customer I.D. is greater than the permission level associated with the price of the product.

91. (New) The computer readable medium of claim 90, further comprising:
instructions for storing information indicative of the purchase of the product in a purchase buffer of the set-top box;

DOCKET NO.: IVOO-0006
Application No.: 09/866,765
Office Action Dated: June 13, 2007

**PATENT
REPLY FILED UNDER EXPEDITED
PROCEDURE PURSUANT TO
37 CFR § 1.116**

instructions for connecting to an e-commerce server to transfer the information indicative of the purchase of the product to the e-commerce server.